

**HBOIF, INC. - SLP**  
**Profit & Loss Budget vs. Actual**  
**July 2016 through March 2017**

	Jul '16 - Mar 17	Budget
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
<b>50000 · Specialty License Plate Revenue</b>		
50010 · PWD Tag Revenue	841,189.01	1,130,137.21
50015 · PFW Tag Revenue	300,708.07	376,712.40
50020 · Aqua Tag Revenue	273,191.28	349,804.37
50025 · SOS Tag Revenue	683,158.27	834,148.89
<b>Total 50000 · Specialty License Plate Revenue</b>	<b>2,098,246.63</b>	<b>2,690,802.87</b>
<b>Total Income</b>	<b>2,098,246.63</b>	<b>2,690,802.87</b>
<b>Gross Profit</b>	<b>2,098,246.63</b>	<b>2,690,802.87</b>
<b>Expense</b>		
<b>70000 · Pass Through to FAU Expense</b>		
70010 · PWD Tag Revenue Disbursement	352,740.88	938,013.88
70015 · PFW Tag Revenue Disbursement	110,673.89	275,000.05
70020 · Aqua Tag Revenue Disbursement	102,726.53	250,357.19
70025 · SOS Tag Revenue Disbursement	237,307.14	608,928.69
<b>Total 70000 · Pass Through to FAU Expense</b>	<b>803,448.44</b>	<b>2,072,299.81</b>
<b>71000 · Pass Through to Others Expense</b>		
71010 · PFW - Wyland Foundation	30,070.81	37,671.24
71020 · Aqua - Guy Harvey	27,319.13	34,980.44
71025 · SOS - Guy Harvey	68,315.83	83,414.89
71041 · Aqua - Florida Aquaculture Assn	0.00	5,000.00
<b>Total 71000 · Pass Through to Others Expense</b>	<b>125,705.77</b>	<b>161,066.57</b>
<b>82025 · SLP Expense</b>		
82300 · SLP/FAU Admin Fee	81,936.64	107,632.11
82350 · SLP/HBOIF Admin	62,947.40	80,724.09
82400 · SLP Marketing Expense		
82406 · SLP Online/Broadcast/TV/Media	99,743.09	146,000.00
82407 · SLP Print	0.00	10,000.00
82408 · SLP Direct Mail/eBlasts	1,639.03	10,000.00
82411 · SLP Other/Salary/Fringe	31,545.27	40,000.00
82412 · SLP Margin	467.04	21,080.29
82414 · SLP Tax Collector Visibility	0.00	10,000.00
82415 · SLP Special Branding Projects	0.00	20,000.00
82416 · SLP External Events/Sponsorship	7,542.15	12,000.00
<b>Total 82400 · SLP Marketing Expense</b>	<b>140,936.58</b>	<b>269,080.29</b>
<b>Total 82025 · SLP Expense</b>	<b>285,820.62</b>	<b>457,436.49</b>
<b>Total Expense</b>	<b>1,214,974.83</b>	<b>2,690,802.87</b>
<b>Net Ordinary Income</b>	<b>883,271.80</b>	<b>0.00</b>
<b>Other Income/Expense</b>		
<b>Other Income</b>		
90001 · PWD Interest Income	3.46	
90002 · PFW Interest Income	0.94	
90003 · Aqua Interest Income	1.04	
90004 · SOS Interest Income	2.90	
<b>Total Other Income</b>	<b>8.34</b>	
<b>Net Other Income</b>	<b>8.34</b>	
<b>Net Income</b>	<b>883,280.14</b>	<b>0.00</b>